

THE RACE FOUNDATION

EMPOWER MOVEMENT. IMPACT COMMUNITY.

2024 Report

Summary

2024 was an incredible year for The Race Foundation. Not only did The Race 2024 achieve our highest participation ever, but it was also our first year operating under The Race Foundation. This report highlights our achievements in various areas, including the **Charitable Impact Fund**, **Community Impact Service Day** projects, **Volunteer Involvement**, **Sponsor & Small Business Partner** contributions, and **Vower** group support.

The Race Foundation has made significant strides with initiatives like the Charitable Impact Fund, supported by diverse contributions, and has effectively distributed funds to numerous beneficiaries. Our volunteer involvement was excellent, and the 2024 Community Impact Service Day made a tangible difference. Additionally, the Vower played a crucial role in engaging local volunteer groups, schools, and DJs to create an energetic atmosphere for The Race.

Financial Overview

The Race Foundation Charitable Impact Fund

Total Contributions: \$37,830

Breakdown of Contributions:

- **\$5 from each registration: \$11,465**
- **Sponsors/Partners: \$20,350**
- **Additional Direct Donations from RACERs: \$3,879**
- **Additional General Donations from RACERs & Sponsors: \$2,136**

Supported Beneficiaries:

- Umi Feeds
- BGR Foundation
- Big Brothers Big Sisters of Metro Atlanta
- Bridge of Light
- Girls on the Run Atlanta
- Back on My Feet Atlanta
- I Will Survive, Inc.
- Sylvan Hills NA
- Street Code Academy
- The Sole Project
- LIFT Org
- Atlanta Track Club Foundation
- Everybody Eats Together Inc.
- Cause of Effect
- Feeding GA Families
- Dr. Jus
- Atlanta Beltline Partnership
- Georgia Justice Project
- Buy From A Black Woman
- Furniture Bank of Atlanta
- Black Voters Matter
- Castleberry Hill NA

Service Projects for Community Impact Service Day:

- Pantry Prep with Feeding GA Families
- Gardening with Everybody Eats Together
- Sylvan Hills Neighborhood Clean-up
- Assembling Gift Bags with Big Brothers Big Sisters of Metro Atlanta
- Assembling Dignity Kits with Bridge of Light
- Prep Care Packages with I Will Survive Inc.
- Castleberry Hill Neighborhood Clean-up
- Maintaining Community Garden with Umi Feeds
- Community Running Clinic presented by The Race Foundation
- Get Out the Vote Canvassing with Black Voters Matter Fund

The Community Impact Service Day recap video on Instagram: [Community Impact Service Day Recap](#)

Community Impact Service Day Volunteer Engagement:

- **195 volunteers**
- **Total hours served: 600+**

Vower Groups & Activations:

- **Connected local schools and DJs for cheer stations:**
 - **Schools:** South Atlanta Band, Spelman College, Booker T. Washington, Kipp Vision Primary Cheerleaders, South Atlanta High School Basketball & FBLA, Mays HS Cross Country.
 - **DJs:** DJ Friday Night Dre, DJ Wizard, DJ Nate, DJ Lovely

The Race Volunteer Engagement:

- **152 volunteers**
- **Total hours served: 800+**

Fund Distribution:

- **Charitable Impact Fund:** \$2,897.50
- **Community Impact Service Day:** \$3,850
- **Additional Donations:** \$3,878.47
- **Vower Groups & Activations:** \$5,182
- **Rentals:** \$8,025
- **Staff & Admin:** \$8,900
- **Volunteer Supplies:** \$1,150
- **Other:** \$2,500